



## **NEWS RELEASE**

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### **Phil Gwoke to Share Generational Data at BrandStorm™**

WASHINGTON, D.C. (September 24, 2015) - The United Fresh Produce Association is excited to announce Phil Gwoke, BridgeWorks' Gen Expert, as Monday's General Session lunch speaker at the inaugural *BrandStorm*™, November 1-2, 2015 in San Francisco, CA.

As a Gen Xer himself, Phil is skilled in developing strategies to improve inter-generational communication and collaboration. Before becoming a speaker, he pursued his passion to help people be their best selves as a high school teacher, college admissions professional, marketing coordinator, corporate trainer and even small business owner. He has maintained strong ties to his local community as a mentor, consultant to young entrepreneurs and brings his diverse background and skill\_set to the BridgeWorks team.

BridgeWorks has been dedicated solely to the study of generational differences since its inception in 1998 and is the company that wrote the best-selling books *When Generations Collide: Who They Are. Why They Clash. How to Solve the Generational Puzzle at Work* (2003, HarperCollins) and *The M-Factor: How the Millennial Generation is Rocking the Workplace* (2010, HarperBusiness). BridgeWorks has worked with clients varying from the AARP to MTV and over 30 Fortune 100 companies in between.

Phil will present Monday afternoon, November second, in the General Session Lunch titled "Boomers, Gen Xers & Millennials, OH MY!".

A project of the United Fresh [Produce Marketing & Merchandising Council](#), *BrandStorm*™ has been developed to engage new and young marketers in the produce industry looking to learn about brand development, content creation, managing the creative process, segmented marketing channels, and much more.

United Fresh members can [register for BrandStorm](#)™ for \$595 with discounts offered to marketing teams (from the same company) at the reduced rate of \$545 each when you register two or more colleagues. Non-members can attend for \$895. For more information about *BrandStorm*™ education, registration or to sponsor at the event, contact [Jessica Mosley](#), Director, Education at 202-303-3417.

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#### **About United Fresh Produce Association**

Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We

empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.